

# ACCESS *ai* PRESS

Your source for news, information and updates about Access Idaho subscription services

## IN THIS ISSUE:

- Free Trademark Search
- Mobile.idaho.gov
- State Google™ Search
- How Are We Doing?



## SECRETARY OF STATE LAUNCHES FREE TRADEMARK SEARCH

Virtually any trademark and service mark registered in Idaho can now be searched and viewed for free on the Secretary of State's website at [www.idsos.state.id.us](http://www.idsos.state.id.us).

According to Secretary of State Ben Ysursa, "This new web tool allows online customers to get results in minutes any time of the day or night."

Each search result includes a description of the mark, name of the registrant, registration and expiration dates, status, and the goods and/or services associated with the mark, as well as the option to view and print the original image and filing information.

The interactive service searches only those trademarks and service marks in the Secretary of State's database. It does not provide information on federal, foreign or common law trademarks, nor trademarks registered with other states or internet domain names. *ai*



## VISIT OUR NEW MOBILE HOME

The adoption rate of mobile and wireless technology is occurring faster than any previous technology adoption. With that in mind, the brainiacs (a.k.a. developers) at Access Idaho created a mobile version of the [idaho.gov](http://idaho.gov) site. Aptly named [mobile.idaho.gov](http://mobile.idaho.gov), it allows those who roam wirelessly to access Idaho government information effortlessly.



To our knowledge, only two other states currently feature mobile sites. However, their mobile versions don't come close to replicating the look and feel of their regular sites. That's where [mobile.idaho.gov](http://mobile.idaho.gov) has the edge.

With a heaping helping of technical research and a dash of what our developers have dubbed "ninja magic," [mobile.idaho.gov](http://mobile.idaho.gov) maintains the same aesthetics and functionality of [idaho.gov](http://idaho.gov). In fact, those with phone/internet-enabled mobile devices have the added ability of searching, finding and calling any state employee...without dialing!

Other [mobile.idaho.gov](http://mobile.idaho.gov) attributes include:

- Compatible with popular Windows-based mobile devices
- Accessible via dial-up or broadband
- Incorporates the state's new Google™-powered search engine (see story on page 2)

[Mobile.idaho.gov](http://Mobile.idaho.gov) is just the latest of many tools designed to make accessing Idaho's government information and services more convenient. As high technology continues its screaming rate of advancement, Access Idaho is working on ways to help you make the most of it. *ai*

## STATE ADDS GOOGLE™ SEARCH

The same powerful search engine millions of people use every day to find practically anything on the entire internet is now available to locate information on Idaho's government web pages.

The Google search engine, which replaces a less sophisticated search tool, can be accessed on the state homepage (at [idaho.gov](http://idaho.gov) and [mobile.idaho.gov](http://mobile.idaho.gov)) as well as through the "Search & Help" links at the top and bottom of the [idaho.gov](http://idaho.gov) and [mobile.idaho.gov](http://mobile.idaho.gov) pages. State agencies have the option of utilizing the Google search feature for their respective websites as well.



Although Google uses complex algorithms to find pertinent results, using it couldn't be easier. Simply type one or more search terms (the words or phrase that best describe the information you want to find) into the search box and hit your keyboard's 'Enter' key or click on the round, blue 'go' button.

The following tips should help you find the best results:

- Enter descriptive, specific words. For example, [ Napoleon Dynamite Festival ] instead of [ Festivals ].
- For an exact match, enclose your search query in quotation marks. Only results for the exact terms entered (in the order entered) will be displayed.
- Google ignores common words and characters such as "where" and "how," as well as certain single digits and single letters (except when enclosed by quotation marks).
- No need to add "and" between terms. Google only returns pages that include all of your search terms.
- Using multiple search terms is often a good idea. If you're planning a Coeur d'Alene vacation, *vacation Coeur d'Alene* will work better than either *vacation* or *Coeur d'Alene* by themselves. And *vacation Coeur d'Alene golf* may display even better results. @i

## INCREASE YOUR ACCESS-ABILITY

### Useful Ideas for Subscribers



#### How Are We Doing?

Because Access Idaho wouldn't exist without customers like you, we want to ensure that you're happy with the Idaho government electronic services you use. But there's no way of knowing how you feel unless we ask.



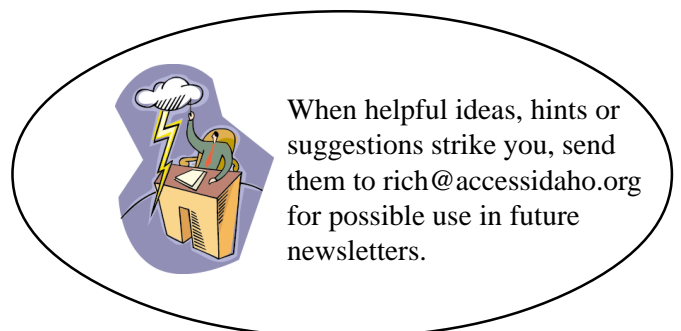
Introducing "How are we doing?" —a convenient link at the bottom of the [idaho.gov](http://idaho.gov) homepage that makes it quick and easy to voice your opinions, offer thoughtful suggestions or maybe even deliver a compliment regarding our services.

"How are we doing?" features the following questions:

(\*Indicates required responses)

1. Overall, how would you rate the Idaho.gov website?\*
2. Did you find the information you needed?\*
3. What information were you looking for?\*
4. Are you an Idaho resident?\*
5. How often do you visit Idaho.gov?\*
6. Rate your comfort level with the internet.\*
7. Your email address
8. What type of information or services would you like to see on this website?
9. Please offer general comments and recommendations.

You can remain anonymous or include your email address for a reply. Whatever your responses are, your input will help to improve [idaho.gov](http://idaho.gov). @i



When helpful ideas, hints or suggestions strike you, send them to [rich@accessidaho.org](mailto:rich@accessidaho.org) for possible use in future newsletters.